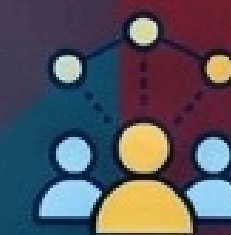


Founder's District

SMALL CLUB, BIG NOISE

CREATING A SUSTAINABLE PR PLAN
WITHOUT THE BURNOUT

OBJECTIVE: To create a sustainable PR plan that doesn't burn out the existing (and likely overworked) members.



Workshop Overview and Objectives



Small Club, Big Noise: Purpose and Outcomes

Realistic PR Approach

The workshop promotes sustainable PR suited to small clubs with limited time and skills.

Mindset Shift

Participants are encouraged to view PR as manageable habits sharing responsibility across members.

Confidence and Focus

Small clubs learn to confidently market their unique value and focus efforts on one main channel.

Shared Ownership

Sustainable growth relies on collective effort rather than burdening one individual.

Understanding the Small Club Reality



Breaking the Vicious Cycle of Low Membership

The Vicious Cycle

Low membership causes low energy, leading to less exciting meetings and poor guest experiences, perpetuating the cycle.

Shifting Focus to Visibility

The goal is consistent local community visibility rather than immediate growth, reducing pressure on members.

The Rule of One

Focusing on mastering one social media channel builds momentum and prevents burnout in small clubs.

Accepting Constraints

Recognizing small club limitations helps members make smarter, kinder decisions about time and energy use.

Positioning Small as a Strength



Branding the Boutique Club Experience

Embrace Boutique Identity

Small clubs should embrace their size to offer authentic, personalized experiences that larger clubs cannot provide.

Unique Selling Points

Clear USPs like more stage time, fast mentoring, and a safe environment attract members who value quality over quantity.

Clear Positioning and Messaging

Targeted branding reduces decision fatigue and strengthens club messaging, improving recruitment and retention over time.

Sustainable Digital Visibility

Low-Maintenance Digital Presence That Works



- Prioritize Automation Tools
 - Small clubs should use automation and set-it-and-forget-it systems to maximize returns with minimal ongoing effort.
- Google Business Profile Importance
 - Accurate Google Business Profiles improve discoverability by showing correct location and contact details on Google Maps.
- Choosing Social Platforms
 - Purpose-driven platforms like Meetup.com attract users actively searching for groups, offering better engagement than general social media.
- Open House Strategy
 - Scheduling one guest-focused open house meeting monthly concentrates promotional efforts and reduces ongoing PR pressure.

Shared Responsibility for Promotion



Every Member Is Part of PR

Shared PR Responsibility

Every member plays a role in public relations, making efforts sustainable and well-coordinated in small clubs.

Bring a Buddy Strategy

Inviting friends to meetings with no pressure encourages organic growth and wider exposure.

Coordinated Social Media Support

Members liking and commenting on posts amplifies visibility through social media algorithms effectively.

Consistent Elevator Pitch

Practicing a shared elevator pitch builds confidence and ensures uniform messaging about the club.

Offline and Guerrilla Tactics



Zero-Budget Marketing That Fits Busy Lives

Community Notice Boards

Placing a few flyers monthly on local community boards generates consistent and low-cost awareness for clubs.

Branded Clothing Promotion

Wearing club-branded pins or clothing sparks organic conversations and builds genuine interest in the club.

Email Signature Marketing

Adding a club link in email signatures passively promotes the club every day without extra effort.

Execution and Mindset Shift



30-Day Action Plan and Closing Perspective

Clear 30-Day Action Plan

Assigning small, manageable tasks to each member ensures steady progress without overwhelm or burnout.

Shared Growth and Accountability

Distributing responsibilities fosters accountability and reinforces that growth is a collective effort.

Positive Mindset Shift

Embracing a small club as exclusive encourages deeper learning, stronger bonds, and sustainable growth.

Consistency Over Perfection

Focusing on consistent, low-effort PR habits builds energy, visibility, and confidence gradually.